

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07

NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04 CEA-01 AGR-10

DODE-00 PM-03 L-02 /106 W  
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R 151500Z MAY 75

FM AMEMBASSY KINGSTON

TO SECSTATE WASHDC 7715

INFO USDOC WASHDC

UNCLAS SECTION 1 OF 3 KINGSTON 1876

EO 11652: N/A

TAGS: BEXP,JM

SUBJECT: FY 75 CAP - SUMMARY - 3RD QUARTER AND APRIL

75 ACTIVITIES

REF: STATE 53218; KINGSTON A-5, JANUARY 24, 1975

1.. MISSION EFFORT. POST'S FY 75 CAP CONTINUES IN HIGH GEAR DUE TO OUTSTANDING MISSION-WIDE PROMOTION EFFORT. INVOLVEMENT AMBASSADOR, SECTION CHIEFS AND THEIR STAFFS HAS BEEN TIMELY, HELPFUL AND RESULTED IN HIGH SALES POTENTIAL T.O.'S. HIGHLIGHTS FOR 3RD QUARTER INCLUDE:

A) AMBASSADOR HAS LENT COMPLETE SUPPORT AND RENDERED EVERY ASSISTANCE POSSIBLE TO VISITING AMERICAN BUSINESSMEN AND TO SALES PROMOTION OF U.S. PRODUCTS. HE HAS ASSISTED HONEYWELL REPRESENTATIVE TO PROMOTE SALES OF AMERICAN SECURITY EQUIPMENT TO GOJ. AMBASSADOR, ECONOFF AND CAO RECENTLY TOOK DEMONSTRATION FLIGHT OF LOCKHEED TRISTAR TO WHICH AIR JAMAICA AND GOJ OFFICIALS INVITED; FOLLOW-UP EFFORTS WITH AIR JAMAICA HAVE CONTINUED.

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ECONOFF PERSONAL EFFORT INSTRUMENTAL IN SOLVING

SOME OF EX-IM FINANCING PROBLEMS WITH AIR JAMAICA WHICH RESULTED IN SALE OF TWO BOEING 727'S. AMBASSADOR, ECONOFF, PAO AND FOOD FOR PEACE OFFICER HAVE ASSISTED WITH JOINT VENTURE BETWEEN JAMAICA INDUSTRIAL DEVELOPMENT CORPORATION (JIDC), AND I.S. JOSEPH, MINNEAPOLIS, MINN. TO BUILD SOYA PROCESSING PLANT WHICH INVOLVES SALE OF U S MACHINERY. AMBASSADOR ALSO DISCUSSED GE'S BID ON THE HUNTS BAY POWER GENERATOR (\$17 MILLION) WITH MINISTER OF PUBLIC UTILITIES, COMMUNICATION AND TRANSPORT, ALTHOUGH JAPANESE, GERMANS, U.K. AND SWISS HAVE BETTER TERMS

B) DAO AND ECON/COMMERCIAL SECTIONS CONTINUE COOPERATE FULLEST EXTENT. AFTER NOTIFICATION FROM DAO, CKINGSLEY, ECONOFF SUBMITTED KINGSTON 3534 FOR PATROL BOATS WHICH HAS DEVELOPED INTO INITIAL ORDER OF TWO BOATS (\$5 MILLION). ADDITIONAL \$1 MILLION SINOFF SALE HAS ALREADY RESULTED, SINCE JAMAICA DEFENSE COAST GUARD EXPECTED TO HAVE NEW ENGINES INSTALLED IN THREE OF ITS OLDER BOATS BY SOME AMERICAN FIRM PROMOTING SALES NEW BOATS. DUE EARLY DAO NOTIFICATION, POST SCORED MAJOR PUBLIC RELATIONS COUP BY PROVIDING THROUGH TOP AMERICAN SOURCE GARMENT MATERIALS NEEDED BY MILITARY PERSONNEL FOR APRIL VISIT OF QUEEN ELIZABETH TO JAMAICA. JDF TURNED TO U.S. SURCES AFTER FINDING OUT THAT U.K., CANADIAN, AND JAPANESE SUPPLIERS COULD NOT MEET DELIVERY DEADLINE. \$10,000 SALE RESULTED.

FINALLY, DAO STAFF MEMBER ENCOURAGED UNDP CONSULTANT CONTACT COMOFF. UNDP PLANS ESTABLISH TOOL AND DIE MAKING INSTITUTE WITH JIDC ON COMMERCIAL BASIS. COMOFF FOLLOWING UP FOR HIGH VALUE T.O.'S.

C) PRIOR TO DEPARTURE, FORMER GSO OFFICER ENCOURAGED PURCHASING OFFICER, JAMAICA PUBLIC SERVICE COMPANY, LTD. (JPS), THE ISLAND'S ONLY ELECTRIC UTILITY COMPANY, TO CONTACT COMOFF ABOUT TOP. THIS CONTACT DEVELOPED INTO 11 PAGE T.O. WORTH ABOUT J\$2 MILLION. MORE T.O.'S EXPECTED FROM UPCOMING J\$20 MILLION RURAL ELECTRIFICATION PROGRAM PROBABLY TO BE FINANCED BY IABD LOAN.

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D) COMOFF IN CONSTANT CONTACT WITH AID GENERAL ENGINEER AND FOOD FOR PEACE OFFICERS ON MATTERS CONCERNING ROAD CONSTRUCTION, AGRICULTURE AND FOOD. MAXIMUM INFO EXCHANGED

E) ECON/COM SECTION WORKS CLOSELY WITH AGATT BASED IN SANTO DOMINGO, WHOSE PROMPT NOTIFICATION LATE

MARCH OF SOYBEAN SEMINAR TO BE HELD EARLY APRIL IN KINGSTON ALLOWED ECON/COM AND USIS SECTIONS SUFFICIENT TIME TO PROMOTE IT. AT LEAST 50 PARTICIPANTS ATTENDED APRIL 2 SEMINAR ADDRESSED BY GILFORD R. HARRISON, REGIONAL DIRECTOR AMERICAN SOY ASSOCIATION, WHO WAS PLEASED WITH TURNOUT AND FELT SEMINAR WAS WORTHWHILE IN PROMOTING FUTURE SOY SALES. POST MADE FIVE KEY APPOINTMENTS FOR AMERICAN MILK PRODUCERS ASSOCIATION, WHICH PROMOTED SALES U.S. DAIRY PRODUCTS. INTEREST FROM ONE JAMAICAN END USER SO GREAT, THAT FOUR TRAVELLING MEMBERS VISITED HIS DAIRY FACILITY AT 5:00 AM SUNDAY MORNING DURING KINGSTON STAY. FINALLY, POST HAS ALWAYS SUPPORTED AGATT'S VISITS TO KINGSTON BY MAKING APPOINTMENTS ON KEY AGRICULTURAL CONTACTS.

F) MARCH 5-8-AGRICULTURAL, FOOD PROCESSING, AND PACKAGING TRADE MISSION TURNED OUT TO BE EXCELLENT SUCCESS DUE TO MISSION-WIDE COOPERATION. THE AMBASSADOR HOSTED RECEPTION FOR MISSION MEMBERS ATTENDED BY KEY GERARD

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DODE-00 PM-03 L-02 /106 W

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R 151505Z MAY 75

FM AMEMBASSY KINGSTON

TO SECSTATE WASHDC 7716

INFO USDOC WASHDC

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EMBASSY OFFICER. USIS PROVIDED EFFECTIVE AND TIMELY COVERAGE WHICH RESULTED IN AT LEAST 15 ADDITIONAL WALK-IN APPOINTMENTS. AID SUPPLIED NAMES KEY END USERS

ON WHOM APPOINTMENTS WERE MADE. ECON/COMMERCIAL STAFF PROVIDED BRIEFING MATERIAL ADMINISTRATIVE SUPPORT AND MADE KEY APPOINTMENTS. IMMEDIATE SALES TOTALLED J\$101,000 AND 12 MONTH PROJECTED SALES, \$1,570,000. (SEE KINGSTON A-54 FOR EXHIBITION WRAP UP). DIXIE CANNERS REP RETURNED ONE WEEK AFTER TO FOLLOW UP ON SALES PROSPECTS (SEE KINGSTON A-38). HYDROTILE REP RETURNED IN APRIL TO FOLLOW UP POSSIBLE SALE CONCRETE PIPE-MAKING MACHINERY WITH LOCAL CONSTRUCTION CONTRACTOR. IN RECENT FOLLOW-UP COURTESY CALL ON ADC (AGRICULTURAL DEVELOPMENT CORP) CHAIRMAN WHO HAD IMPRESSED ALL MISSION MEMBERS, COMOFF LEARNED THAT ADC HAD ALREADY PURCHASED ONE COMPLETE HONEYBEE UNIT TO MAKE LIQUID PROTEIN SUPPLEMENT FOR LIVESTOCK FEED. ADC CHAIRMAN ADDED HE HAD LOOKED FOR TYPE OR EQUIPMENT MANUFACTURED BY HONEYBEE SIX MONTHS PRIOR TO MISSION VISIT WITHOUT SUCCESS.

G) TO PROMOTE SECURITY EQUIPMENT, COMOFF WORKING IN COOPERATION WITH DEA WHO INITIATED AND SENT LETTER EXPLAINING TOP SERVICE TO KEY TECHNICAL PURCHASING OFFICER  
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JAMAICA CONSTABULARY. COMOFF FOLLOWED UP WITH COURTESY TELEPHONE CALL

## 2. SPECIFIC ECON/COMMERCIAL HIGHLIGHTS

A) AS OF APRIL 30, POST T.O.'S HAVE SURGED TO A RECORD 107 WHICH DOES NOT INCLUDE 13 MAJOR TENDERS SUBMITTED TO DATE. POST HOPES TO HIT 12 T.O.'S BY JUNE 30 WHICH WOULD REPRESENT 100 PERCENT INCREASE OVER FY 74. IN EARLY 1975, KINGSTON 3688 (T.O.) DEVELOPED INTO \$125,000 ORDER FOR RAW COTTON WITH POSSIBILITY OF INCREASING TO \$1.3 MILLION. IN ADDITION, POST HAS TIED TOP INTO SEVERAL MAJOR CONSTRUCTION PROJECTS (SEE KINGSTON A63). COMOFF HAS MADE FOUR VISITS ON MANAGERS CONNECTED WITH THE AIRPORT REDEVELOPMENT PROJECT FINANCED BY J\$20 MILLION LOANS OF GOJ AND WORLD BANK. ONE CALL RESULTED IN KINGSTON 1608 (FUTURE CONSTRUCTION) TO ALERT AMERICAN CONSTRUCTION COMPANIES OF TWO MANAGEMENT CONTRACTS WORTH TOTAL J\$12 MILLION FOR REDEVELOPMENT JAMAICA'S TWO AIRPORTS.

B) POST HAS WRITTEN LETTERS TO HEAD OFFICE KEY ASSOCIATIONS (MANUFACTURERS, COFC, SHIPPING, HARDWARE MERCHANTS, BUILDING SOCIETIES) TO EXPLAIN EMBASSY COMMERCIAL SERVICES AND AVAILABILITY OF REFERENCES.

C) POST SUPPORTED VISIT OF PATRICK HUGHSON, REGIONAL VICE PRESIDENT FOR VENEZUELA AND THE

CARIBBEAN, AMERICAN CHAMBER OF COMMERCE, WHO RESIDES IN SANTO DOMINGO, AND MR. FRED SUTHERLAND, PRESIDENT OF ASSOCIATION OF AMERICAN CHAMBER OF COMMERCE OF LATIN AMERICA (AACLA) RESIDING IN CARACAS. ON APRIL 11, BOTH MEN ADDRESSED THE U.S. LUNCHEON CLUB ABOUT THE POSSIBILITY OF SETTING UP AN AMCHAM CHAPTER IN JAMAICA

D) IN LATE APRIL, EMBASSY LINED UP MONTEGO BAY COFC VICE PRESIDENT WITH AMERICAN BUSINESSMEN ABLE PROVIDE 36,000 TONS AMERICAN CEMENT AT VERY COMPETITIVE PRICE. EMBASSY SERVICE APPRECIATED, SINCE WESTERN JAMAICA HAD BEEN SUFFERING FROM CEMENT SHORTAGE WHICH UNCLASSIFIED

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HAD LED SHUTDOWN SEVERAL BUILDING PROJECTS. CEMENT PURCHASE WILL DEPEND ON GOJ GRANTING OF IMPORT LICENSE. POTENTIAL SALE VALUE: US\$1,836,000. (T.O. FOR CEMENT ALSO SUBMITTED).

E) POST BELIEVES FOLLOWING OUTSTANDING FSL EFFORTS HANDLING TRADE COMPLAINTS SHOULD MERIT ATTENTION:

1) DUE TO FSL LESLIE THOMAS'S PERSISTENT EFFORTS SINCE 1971, THE FOUR YEAR TRADE DISPUTE BETWEEN PEDI-JOY SHOE COMPANY AND S.N. SHOUCAIR APPEARS TO BE RESOLVED. IN APRIL, AN EXCHANGE CONTROL OFFICER OF BANK OF JAMAICA INFORMED COMOFF THAT HE HAD AUTHORIZED THE RELEASE OF \$20,002 IN FINAL PAYMENT TO PEDI-JOY FOR 1971 IMPORTATION OF ITS SHOES.

2) FSL CARMEN LEWARS CONTACTED MANAGING DIRECTOR ARIGUANABO COMPANY, JAMAICA'S MAIN TEXTILE MILL, ON BEHALF OF WEIL BROS., MONTGOMERY, ALABAMA, WHICH CLAIMED AGRIGUANABO OWED HIM \$9,324.12 FOR HANDLING AND CARRYING CHARGES FOR SHIPPED COTTON. AS RESULT FSL LEWARS' EFFORTS, ARIGUANABO AGREED PAY CHARGES IN FULL AND SAID WEIL BROS WOULD RECEIVE DRAFT FOR AMOUNT UPON RELEASE OF FUNDS BY BANK OF JAMAICA

3) FSL LEWARS' PERSISTENT PHONE CALLS TO MINISTRY OF FINANCE ON BEHALF BARONET COPR., SECAUCUS, NEW JERSEY RESULTED IN A FAVORABLE RECOMMENDATION FOR EXEMPTION OF DUTY ON RAW MATERIALS SHIPPED TO BARONET OF JAMAICA LTD. AT THE TIME THE JAMAICAN COMPANY WAS BEING CLOSED

DOWN.

3. MIN-MARKET SURVEYS:

A) INDUSTRIAL/COMMERCIAL SECURITY EQUIPMENT STUDY AIR  
POUCHED ON MAY 12. MARKET WIDE OPEN, ALREADY DOMINATED  
GERARD

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R 151530Z MAY 75

FM AMEMBASSY KINGSTON

TO SECSTATE WASHDC 7717

INFO USDOC WASHDC

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(90-95 PERCENT) BY AMERICAN EQUIPMENT, AND EXPECTED GROW  
25-35 PERCENT ANNUALLY. (CKINGSLEY FOLLOWING UP ON  
HONEYWELL SECURITY CATALOGUE PROMOTION)

B) MEDICAL EQUIPMENT STUDY TO BE SUBMITTED  
BY EARLY AUGUST

C) AUDIO-VISUAL EQUIPMENT STUDY TO BE COMPLETED IN  
OCTOBER 1975, IF MARKET WARRANTS. MARKET PROSPECTS  
APPEAR PROMISING. TWO AGENCY T.O.'S FOR LOCAL  
IMPORTERS CABLED, WHO MAY EVENTUALLY FURNISH AUDIO-  
VISUAL EQUIPMENT TO SEVERAL NEW SECONDARY SCHOOLS NOW  
UNDER CONSTRUCTION

D) ANTI-POLLUTION EQUIPMENT STUDY TO BE COMPLETED  
BY DECEMBER 1975, IF MARKET WARRANTS.

4. CAP FOR REMAINDER FY 75:

A) POST WORKING CLOSELY WITH LOCAL HARDWARE MERCHANTS

ASSOCIATION TO PROMOTE AUGUST 26-28 NATIONA HARDWARE SHOW  
IN CHICAGO

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B) GOJ CAPITAL ALLOWMENT FOR AGRICULTURE (APRIL 75-  
APRIL 76 BUDGET) CLOSE TO J\$50 MILLION. MOST WILL GO FOR  
PROJECT LAND LEASE AND PROJECT FOOD FARMS. POST WILL MONITOR  
PROGRAMS AND ATTEMPT DEVELOP FURTHER T.O.'S.

5. POST POINTS OUT THAT FOREGOING ACCOMPLISHMENTS  
HAVE BEEN ACHIEVED IN SPITE OF SEVERE BUDGETARY RESTRAINS  
WHICH HAVE ENTIRELY CUT OUT ALL COMMERCIAL TRAVEL AND  
COMMERCIAL NEWSLETTER. THE JAMAICAN MARKET IS OPENING UP  
IN AREAS PREVIOUSLY UNTOUCHED (AUDIO-VISUAL AND AGRICULTURE,  
JUST TO NAME TWO) DUE TO HIGH GOJ PRIORITY ATTENTIONON  
EDUCATIONAL AND DEVELOPMENT SECTORS. IN ADDITION, PROSPECTS  
FOR SELLING HIGH SALES TICKET ITEMS AND EXPENSIVE  
TECHNOLOGICAL SYSTEMS (INDUSTRIAL SECURITY, POLLUTION AND FIRE  
CONTROL, ETC.) ARE OUTSTANDING. MOST OF POST SUCCESS IN  
MEETING GOALS OF CAP IS DUE TO TIMELY REPEAT TIMELY  
SUBMISSION OF T.O.'S AND MISSION-WIDE EFFORT. GERARD

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## Message Attributes

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**TAGS:** BEXP, JM  
**To:** STATE  
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